

Proxy form

JD Sports Fashion plc



Proxy form for use at the General Meeting at 1.00pm on Thursday 28 October 2021

Before completing this form, please read the Notice of General Meeting, together with the notes to this proxy form.

I/We

of

a member/members of JD Sports Fashion plc (the **Company**) hereby appoint the Chairman of the meeting, or (see note 2)

as my/our proxy to attend, speak and vote on my/our behalf at the general meeting of the Company to be held at JD Sports Fashion plc, Edinburgh House, Hollinsbrook Way, Pilsworth, Bury, Lancashire, BL9 8RR at 1.00pm on 28 October 2021 (the **General Meeting**) and at any adjournment.

☐ Tick box if one of multiple proxy appointments (see note 3)

Number of shares in respect of which proxy is authorised to act (if not full voting entitlement)

..... (see note 3)

Date2021 Signature

I/We direct my/our proxy to vote on the following resolution as I/we have indicated by marking the appropriate box with an 'X'. If no indication is given, my/our proxy will vote (or abstain from voting) at his or her discretion and I/we authorise my/our proxy to vote (or abstain from voting) as he or she thinks fit in relation to any other matter which is properly put before the General Meeting.

RESOLUTION	For	Against	Withheld
That each ordinary share of 0.25 pence in the capital of the Company be sub-divided into five ordinary shares of 0.05 pence each.			

The 2021 Notice of General Meeting is now available to be viewed and downloaded on JD Sports's website at <https://www.jdplc.com/>.

Notes

- As a member of the Company you are entitled to appoint a proxy to exercise all or any of your rights to attend, speak and vote at the General Meeting. Appointment of a proxy does not preclude you from attending the General Meeting and voting in person. You can only appoint a proxy using the procedures set out in these notes.
- The Chairman of the meeting has been inserted as willing to act as proxy for shareholders unable to attend the General Meeting in person, but the form may be used for the appointment of any other person (who need not be a member of the Company) by deleting the words 'the Chairman of the meeting, or' and inserting the name of the person you wish to appoint as your proxy in the space provided. If you sign and return this proxy form with no name inserted in the space provided, the Chairman of the meeting will be deemed to be your proxy. Where you appoint as your proxy someone other than the Chairman of the meeting, you are responsible for ensuring that they attend the General Meeting and are aware of your voting intentions. If you wish for a proxy to make any comments on your behalf at the General Meeting, you will need to appoint someone other than the Chairman of the meeting and give them the relevant instructions directly.
- You can also, if you wish, appoint more than one proxy provided that each proxy is appointed to exercise the rights attached to a different share or shares held by you. To appoint more than one proxy, you should photocopy this proxy form. Please indicate in the space provided, the number of shares in relation to which you authorise your proxy to act. If left blank your proxy will be deemed to be authorised in respect of your full voting entitlement (or if this proxy form has been issued in respect of a designated account for a shareholder, the full voting entitlement for that designated account). Please also indicate by marking the specified box if the proxy instruction is one of multiple instructions being given. All proxy forms must be signed and should be returned to the Company's registrars together in the same envelope.
- To direct your proxy how to vote on the resolution mark the appropriate box with an 'X'. You should note that a vote withheld is not a vote in law, which means that the vote will not be counted in the calculation of votes for or against the resolution. If no voting indication is given, your proxy will vote (or abstain from voting) at his or her discretion. Your proxy will vote (or abstain from voting) as he or she thinks fit in relation to any other matter which is put before the meeting.
- To be valid, the proxy form must be completed in accordance with its instructions, signed and delivered to the Company's registrars, Equiniti Limited, at Aspect House, Spencer Road, Lancing BN99 6DA so as to be received by no later than 1.00pm on 26 October 2021. Any power of attorney or any other authority under which this proxy form is signed (or a certified copy of such power or authority) must be included with the proxy form. In the case of a member which is a company, this proxy form must be executed under its common seal or signed on its behalf by a duly authorised officer of the company or an attorney for the company.
- In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).
- If you submit more than one valid proxy appointment in respect of the same share or shares, the appointment received last before the latest time for the receipt of proxies will take precedence.
- To appoint one or more proxies or to give an instruction to a proxy via the CREST system, you should follow the procedures set out in the notes to the Notice of General Meeting and make the appointment(s) or give the instruction so as to be received at the address and by the time stated in the notes to the Notice of General Meeting. Any electronic communications sent by the shareholder to the Company or the registrars that is found to contain a computer virus will not be accepted.